



# Snohomish County Council

## Legislation Text

File #: 2024-1151, Version: 1

### Executive/Council Action Form (ECAF)

**ITEM TITLE:**

Motion 24-243, approving the Snohomish County Tourism Promotion Area Business Plan 2024

**DEPARTMENT:** Executive

**ORIGINATOR:** Simreet Dhaliwal

**EXECUTIVE RECOMMENDATION:** A Bounjaktha 5/31/24

**PURPOSE:** Authorize the Tourism Promotion Area Funding Agreement between Snohomish County and the TPA endorsed project, Day Vengley & Associates LLC - Connected TV, not to exceed \$96,000.

**BACKGROUND:** 4.118.010 establishes the Tourism Promotion Area pursuant to RCW 35.101.080. The Tourism Promotion Area (TPA) includes the areas within the city limits of the City of Arlington, the Snohomish County portion of the City of Bothell, the City of Everett, the City of Edmonds, the City of Lynnwood, the City of Marysville, the City of Monroe, the City of Mountlake Terrace, and the City of Mukilteo as well as the unincorporated area of Snohomish County. SCC 4.118.070 authorizes the County to create the Tourism Promotion Area fund and administer a program to allocate revenues accruing to it under provisions of RCW 35.101.05. These funds are reserved for support of tourism development and promotion projects. On January 17, 2024, the County Council approved the 2024 TPA Business Plan. The Plan provides for applications to be received, evaluated, and considered for recommendation to Council throughout the year. This project has been approved by the TPA Advisory Board and has a total value of \$96,000.

**FISCAL IMPLICATIONS:**

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
100.515094105204	\$96,000		
<b>TOTAL</b>	\$96,000		

REVENUE: FUND, AGY, ORG, REV, SOURCE	CURRENT YR	2ND YR	1ST 6 YRS
<b>TOTAL</b>			

**DEPARTMENT FISCAL IMPACT NOTES:** Click or tap here to enter text.

**CONTRACT INFORMATION:**

ORIGINAL	x	CONTRACT#		AMOUNT	
AMENDMENT		CONTRACT#		AMOUNT	

**Contract Period**

ORIGINAL	START	05-01-2024	END	12-31-2024
AMENDMENT	START		END	

**OTHER DEPARTMENTAL REVIEW/COMMENTS:** Reviewed/approved by: Risk Management (Diane Baer 5/30/24) and Finance (Nathan Kennedy 5/31/24). These funds are reserved for support of tourism development and promotion projects. On January 17, 2024, the County Council approved the 2024 TPA Business Plan. The Plan provides for applications to be received, evaluated, and considered for recommendation to Council throughout the year. This project, TPA 24-12 has been approved by the TPA Advisory Board with a not-to-exceed total value of \$96,000.